

**Due Dates: July 26, before Midnight**

**Purpose**

To introduce a fictional company and utilize graphics and effective communication for the web

**Assignment**

Create the content (words, overall design, and at least one graphic) for a “Company Overview” or “About Us” webpage for a fictional company in an industry of your choosing. Specifically, your webpage should include the following:

- Your company’s name as a title
- 50-150 words describing your company’s mission
- 100-150 words describing your company’s background
- A graphic that supports the content you provide in a meaningful way (no clip art)
- Headings and subheadings that enable easy reading and logical flow

Optional content:

- Other information you may find in an “About Us” webpage, such as an “In the News” section that includes fictional headlines featuring your company or a list of “Upcoming Events”
- Additional images and/or graphics
- NOTE: Optional content should be listed or for effect. Do not let this take away from the required content.

**Audience**

Write this for a prospective client, employee, shopper, etc.

Refer to class notes and the assigned chapters for additional information about target audience for Internet content.

**Constraints**

**First or third person may be acceptable, depending on the type of company you create and the tone you would like to create for that company.** This should be typed and saved as a Word document or PDF file. (I am not looking for html.) All together, your assignment will be 1-3 pages, depending on how you utilize white space and the size of your graphic(s). Remember to keep your message simple and easy to read.

**Reading Requirements**

Notes from class and Chapters 6 and 7

Examples: <http://www.chick-fil-a.com/Company/Highlights-Fact-Sheets>

<http://www.jamesavery.com/custserv/custserv.jsp?pageName=OurStory>

<http://www.memorialhermann.org/about-us/>

**Evaluation Criteria**

The grading of this assignment will be based on assignment fulfillment, grammar, punctuation, style, audience analysis, format, thoroughness, and organization.

